

Visit St Pete-Clearwater
FY23 Media Plan

Winter/Spring Media Plan October '22-March '23	2022					2023																																													
	October					November				December				January				February				March				April				May				June				July				August				September					
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11

General Market (Consumer Travel)																												
National / Regional																												
Print Media:																												
2022 Annual - Placed and paid in FY22																												
Placed FY22																												
2023 Annual																												
D: 9/16 - Placed FY23																												
2023 Visit Florida Magazine • 2-Page Spread Placement • 500,000 Total Distribution Nationally (300,000 print, 100,000 post/flyer, 100,000 eGuide)																												
Conde Nast Traveler Magazine • Visit Florida Co-op • Full Page, 4C • 708,748 Total Distribution Nationally																												
Bon Appetit Magazine • Visit Florida Co-op • Full Page, 4C • 1,506,015 Total Distribution Nationally																												
Garden & Gun Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 414,764 national																												
AFAR Magazine • Visit Florida Co-op • Full Page, 4C + Full Page Advertorial • Circulation: 414,764 national																												
New York Times: Sunday Magazine • Full Page, 4C • National Distribution: Over 50% outside city of New York • Circulation: 861,267																												
Broadcast Media:																												
Winter Co-op (Gold): Linear Television																												
• Visit Florida Co-op > National linear TV (Advanced TV) + Auto content recognition + Mobile remarketing • Target markets: Atlanta, Boston, Chicago, New York, Philadelphia, Washington DC, Houston, Dallas, Louisiana, Alabama, Mississippi, Baltimore, Detroit, Indianapolis, Nashville, Raleigh, St Louis, Minneapolis																												
• Estimated Impressions: 7.0M Adswerve, Inc. - Digital Monitoring/Reporting (Annual Contingency)																												
November '22 D: 8/1 - Placed FY23																												
November '22 D: 8/1 - Placed FY23																												
December '22 D: 9/22 - Placed FY23																												
January '23 D: 10/18 - Placed FY23																												
11/13/22 T-Magazine "Winter Travel" D: 9/27																												
3/26/23 Voyages Magazine "Spring Issue" D: 2/24																												
4-week Flight (1/2-1/29) Placed FY23																												

Developmental Markets																												
Broadcast Media:																												
Broadcast Media: Linear Television-Cable																												
• (30) second spots • Demo: Adults 25-64 • Daypart Mix: EM 25% / DT 5% / EN 25% / PA 5% / PT 8% / LN 25% / LF 7% • High indexing networks/programming: NBC, CBS, ABC, FOX, Cable (Zip Targeting)																												
Chicago DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 22.5M estimated impressions																												
Atlanta DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 22.3M estimated impressions																												
Indianapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 6.8M estimated impressions																												
Minneapolis DMA • Cable Only: Hyper-zip targeted + Direct Response Technology • 10.9M estimated impressions																												
Detroit DMA																												
100 GRP's / Week																												
100 GRP's / Week																												
100 GRP's / Week																												
100 GRP's / Week																												
100 GRP's / Week																												

Visit St Pete-Clearwater
FY23 Media Plan

Winter/Spring Media Plan October '22-March '23	2022												2023																																						
	October				November				December				January				February				March				April				May				June				July				August				September						
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11
<ul style="list-style-type: none"> Digital Billboard Network: 12 locations hyper targeted to high indexing HH's 17.7MM estimated impressions 																																																			
<ul style="list-style-type: none"> MCO Airport: Passenger Tunnel Domination (28) Displays in all (4) Passenger Tunnels - Exclusive domination Program 40.5MM estimated impressions 																																																			
<ul style="list-style-type: none"> Jacksonville DMA Digital Billboard Network: 10 locations hyper targeted to high indexing HH's 11.5MM estimated impressions 																																																			
<ul style="list-style-type: none"> Tampa St Pete DMA TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls 65.5MM estimated impressions 																																																			
<ul style="list-style-type: none"> PIE Airport Program (OCC Road House & Museum Display) Bike build video on display, web and social + VSPC bike display in baggage claim 9.2MM estimated impressions 																																																			
<ul style="list-style-type: none"> Nashville DMA Digital Billboard Network: 6 locations hyper targeted to high indexing HH's 17.3MM estimated impressions 																																																			
<ul style="list-style-type: none"> Cincinnati DMA Digital Billboard Network: 15 locations hyper targeted to high indexing HH's 15.4MM estimated impressions 																																																			
<ul style="list-style-type: none"> Gainesville/Ocala DMA (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program 12.5MM estimated impressions 																																																			
Print Media:																																																			
<ul style="list-style-type: none"> Nashville Lifestyles Magazine Full Page, 4C 21,954 Total Circulation 																																																			

Arts / Culture																																																
Print Media:																																																
<ul style="list-style-type: none"> Playbill Magazine Full Page, 4C Market: Chicago Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Cadillac Palace Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater) 																																																
<ul style="list-style-type: none"> Art in America Magazine Full Page, 4C National Distribution Total Circulation: 43,000 																																																
<ul style="list-style-type: none"> Orlando Magazine Full Page, 4-color Total Circulation: 29,516 																																																
<ul style="list-style-type: none"> City & Shore Magazine: Miami Lifestyle Full Page, 4-color Total Circulation: 46,220 																																																
<ul style="list-style-type: none"> National Public Radio (NPR) Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville 15 / 30 second creative dedicated to arts messaging 																																																
<ul style="list-style-type: none"> Arts and Culture Co-op Advertising Program with Creative Pinellas 2023 Marketing Partnerships 																																																

LGBTQ Audience																																																
<ul style="list-style-type: none"> Passport Magazine 	Sept/Oct '22	November/December '22	January/February '23	March/April '23	May/June '23 (Bonus)																																											

Visit St Pete-Clearwater
FY23 Media Plan

Winter/Spring Media Plan October '22-March '23	2022					2023																																																									
	October					November				December				January				February				March				April				May				June				July				August				September																	
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18											
Quarterly Audience Retargeting • Re-engage with Association Forum site visitors around the web for three months • Re-market association members while they are looking to book meetings, events, vacations • 300 x 250; 728 x 90; 160 x 600; 320 x 50 • 100,000 guaranteed impressions																																																															
Experiential - Integrated Partnerships - Activations - Influencer																																																															
FY23 Program Details (TBD)																																																															
Air Service Development (Annual)																																																															
Swoop Airlines • 2023 Marketing Partnership																																																															
Breeze Airlines • 2023 Marketing Partnership																																																															
Virgin Atlantic Airlines • 2023 Marketing Partnership																																																															
New Airline Development (Contingency) • 2023 Marketing Partnership																																																															
Marketing Partnerships																																																															
ESPN (Elite Invitational) • 2023 Marketing Partnership																																																															
Tampa Bay Rays • 2022 Post-Season (Radio Partnership) • 2023 Marketing Partnership																																																															
Philadelphia Union MLS Soccer • 2022 & 2023 Marketing Partnership																																																															
St Pete Grand Prix • 2023 Marketing Partnership																																																															
CMG Events: Fall Fiesta in Orlando, FL • Presenting Sponsor • Fall Fiesta @ Lake Eola Park, Orlando																																																															
Toronto Blue Jays • 2022 Regular Season • In-Stadium Exposure																																																															
Philadelphia Phillies • 2022 Regular Season • In-Stadium Exposure																																																															
Clearwater Threshers Baseball • 2022 Regular Season • In-Stadium Exposure																																																															
International																																																															
Brand USA • 2023 Marketing Partnership																																																															
Leisure: Travel Agent / Tour Operator																																																															

